

THE **RED** RETAIL **E** EXHIBITION **D** DISPLAY COMPANY



*"We are The **RED** Company"*

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Who are we?

We are the **RED** company!

The Retail Exhibition Display company is a shop fitting and events company, totally dedicated to providing the retail industry all aspects of shop fitting, displays, merchandising and events.

Based in Essex, but reaching out as far as mainland Europe we have the infrastructure in place to set up events, shows and even shop fit outs all over the continent.

We have been in and around the industry for more than 20 years evolving from motor racing hospitality, to air shows, right up to manufacturing our own displays and retail units.



What we do

Here at the RED Company we cover a vast array of retailing elements including the below:

Retail

- Shop fitting
- Store refurbishment
- Retail unit manufacturing
- Shop facades
- Architectural drawings



New Era Frankfurt store fitout

Exhibition

- Conferences
- Trade shows
- Exhibitions
- Stand building
- Stand design



Toni & Guy refurbishment

Display

- Window displays
- Display units and podiums
- Graphic printing
- Large format printing
- Signage



Westfield 3D window display

At RED, retail and retail space is what we know.

Whether it be a new flagship store in Madrid or a pop up store in Margate we have the means necessary to put your ideas into motion. Experienced with UK, foreign, domestic and commercial building regulations we'll offer a smooth operation from start to finish. Design, manufacture, installation and even inspiration is covered in the service we offer and at RED we believe your identity is what makes your brand unique, so we try to capture that in every aspect of our work. In an era where online presence is dominating you need your high street presence to be even more impactful to gain advantage over your competitors and to stand out from the crowd. Call us or fill in a request form to arrange a meeting to discuss your project further.



Shop Fitting

If you have a new retail unit that needs to be turned into your dream store, or an existing store that's feeling dated and in need of refurbishment, a consultation with one of the RED team could inspire you to turning this into a reality. In our shop fits we work closely alongside your brand to really get a feel of what you are trying to achieve. We will strive to give you a high quality finish and a store that is exactly as you pictured it. With staff having covered most of mainland Europe we are no strangers to working in foreign environments and alongside their authorities, so you can be assured a stress free fit out, no matter the location.

Pop Up Stores

Built around low cost retail fixtures, fittings and high impact visual marketing, pop up stores can be the opportunity in getting your brand noticed. Even if you want to test the water and see how your product sells in certain locations before committing to more long term solutions the pop up store is a low cost, versatile option. We can arrange logistics, site surveys and planning for the entire build, to make the whole process less time consuming for yourself. Keep an eye on our latest works and see where we are popping up!

Window Display

A regularly changing window can be just as effective as any other kind of marketing. New graphics, bespoke displays, even displaying a new line, all of this can aid in making your store stand out on the high street. From complex digital screen systems to a new window vinyl, your new products need showing off and what better way than to display them at the very front of your store. Don't wait for people to come inside before they see the products. An eye catching display is some of the most effective visual merchandising you can invest in.



Events, exhibitions, shows and trade fairs provide an excellent opportunity to collect leads, make sales, build relationships with new and existing clients. Unlike most other marketing forms, at an event you get to meet the buyer face to face and face to face is where you really get to make a big impression on the buyer. We cover all manner of schemes to help you exhibit cost effectively, whilst still making your mark. We've been involved in world record breaking displays and small shell scheme solutions so there is definitely something to meet your needs on the market, it's now time to see what it is. Don't worry if you've never exhibited before as we can lend a guiding hand to get you up and running.



Exhibitions

With designers on hand just tell us what you want and where you want it and let us do the rest. We have worked in and on all manner of exhibitions, from antique fayres on the Southbank right up to the motor show in Tokyo. With a fleet of large vehicles and onsite manufacturing we could be the only port of call you need to get the crowds talking about your stand.

Event Management

Along with building the stands and displays, here at RED we also offer entire event management. Scheduling, planning, logistics, contractor and venue liaison, crowd control, you name it we will manage it. Whilst running your event and dealing with the stresses that heading a successful campaign can bring, we take the pressure off by dealing with even the smallest of tasks. Give us a call to find out exactly what we offer.

Conferences

Conferencing can be hard work for those new to it. Getting everyone to the same place at the same time, booking people in and out. We've got it covered at RED. Your conference should be more time preparing that rousing speech than worrying about if everyone's got a ride from the airport! We work alongside high quality audio visual engineers and event staff that can deal with all of the problems conferences can bring, even if it means collecting that VIP and chauffeuring them down to the venue.



Displaying your product or your brand is arguably the most important part of visual marketing you will undertake. It's how your customers see you as a company, so to display a high end product in low quality surrounds will give off the wrong impressions. High quality surroundings don't have to be expensive, just well thought out and giving of the right impression. It can be as simple as the correct colour scheme or positioning to completes the look. Have a look into some of the displays we have installed and think what they could do for your



Bespoke Display Units

At RED we specialise in the design and manufacturing of display units. With all manner of finishes, glass, wood, vinyl, a high quality unit is just as much a part of what you're displaying. We can offer these units flat packed and delivered or a full installation service. All we need is a small amount of input from yourself, be it a sketch or just a phone call and we can put the wheels into motion.

Bespoke Displays

Alongside our units we also create unique displays. Like the units we need a small amount of inspiration from yourself and we can create that amazing display that wow's its audience. Whether they are the launch of a new product in store, a focal point in your exhibition stand or just a way of jazzing up your office reception, a bespoke display is certainly one that's going to draw attention.

Graphics Printing and Displays

What better way to display all that you do than to print it and display it? You can cover an entire shop window in vinyl or send out brochures to your clients. We've had entire vehicles wrapped and marquees branded, giant fabric lightboxes installed and custom wallpaper in offices. With the availability to print large format and onto pretty much every substrate imaginable the possibilities are certainly endless. Our prices are very competitive and we are certain that we could give you exactly the end product you need. Make an enquiry and see if we can compete for your printing requirements.



See some of our work



Sofitel, T5 London, Heathrow

Part of a conference set up, this was the breakout area where attendees came to relax. Lightboxes with a tension fabric graphic created the perfect backdrop, to show off the brand and illuminate the area.

The Tension frame lightboxes can be created in pretty much any size, giving you a seamless and fantastic looking Display

Toni & Guy, Lakeside shopping centre

This hair salon, recieved a quick refurbishment. It was done after closing hours and the store was able to continue to trade throughout. The Salon recieved new storage areas and a full repaint, which gave a tiring store a fresh lease of life for a small expense.

Refurbing outside trading hours is very popular, as it allows the store to go about their business without the stresses of losing money through closure.



American Freshman, summer balls 2016

What better shouts out to the would be customers than a fully vinyl wrapped American schoolbus, complete with pop up store, and a huge 140db sound system.

The perfect way to get noticed and sell some product at the same time than a mobile store that can be heard from the next town!

New Era Cap, Westfield

A new floating 3D window display was installed into this Westfield shopping centre store. Each ring was suspended individually with clear cable to create the effect of floating. The base ball cap was the centre piece for this window and the rings framed it wonderfully. A real eye catching piece.

A regular changing window can be good to keep the consumer interested or to display new or exclusive products.



New Era, My Zeil, Frankfurt

A complete store fit out, from ripping out the existing store to fitting out and commissioning the new store. We liaised with local authorities to make sure local regulations were met and correct procedures followed.

The store was located inside a shopping precinct which meant a lot of work was carried out, outside trading hours. The whole operation took around 6 weeks from start to finish. This is the 2nd major store we have complete in mainland Europe

Office fit out, London

Installation of a new office near Regent street London. We started with a blank canvas and designed the layout, manufactured the furniture and also created some bespoke elements.

From partitioning to installing a 7.2m desk the whole job was covered by the team at RED. Proving there are very little services that we cannot provide



Where to find us



The Retail Exhibition Display Company Ltd
10 Codham Hall,
Brentwood, Essex, CM13 3JT

Directions

From the M25 clockwise take the A127 slip road (J29). Then take the first exit of the roundabout down the lane sign posted Codham Hall

From the M25 anti clockwise take the A127 slip road (J29). Then take the third exit of the roundabout down the lane sign posted Codham Hall

If your SAT-NAV takes you through Brentwood there is no access to the unit. Only use the M25 entrance.

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